

Memoir

Cassie Schuh

Certified Coach + Consultant

Creator of the Bold + Brave Entrepreneur System

Boldly let go, bravely find yourself, brilliantly grow your business.

Bold + Brave Collective

Mindset Shifts for Entrepreneurial success and personal impact

I always knew my gift was in helping others. With this in mind, I found myself in a successful social work career early on. Yet, when I entered motherhood, my inner desire shifted. In my heart, I longed to spend more time home with my daughter, and later two sons. That longing led me to walk away from a career I loved to spend more time with my children. I loved every moment of it, but eventually started to feel stir crazy, I wanted more. I wanted to be a devoted mom *and* a successful business owner.

I started in a sales position, working from home, and grew a sales team on a strong path to success. But something still felt off. I wasn't having fun. **I felt stuck.**

I attended a weeklong seminar on emotional fears, as a way to dive deep and understand what exactly it was that kept me feeling stuck in my business and in my life - despite my success and happiness with my children. *Along the way, I accidentally fell in love with coaching.*

As a double extrovert by nature, I truly enjoy being around people and helping people overcome their challenges. I completed my coaching certification through the Fearless Living Institute, launched my coaching business and started changing lives. With clients, I saw positive yet gradual success — and I wanted **faster** results.

Understanding there must be an easier and quicker way to let go of fear, doubt and worry, I later received certifications as a RAMP Practitioner, CORE MAP Assessment Facilitator and Success-GPS Facilitator. The combination is a Quantum Leap System that propels clients to boldly let go, bravely find yourself and brilliantly build your business and enjoy life with greater ease.

And, as a result, I made bold change in my own life. Every day, I experience greater joy in who I am, how I aim to serve and I always find the courage and confidence to show up and make a difference in people's lives. Now, I enjoy life as a business owner helping other high achieving/heart centered/creative women entrepreneurs achieve their dreams.

We work to uncover whatever it is causing you to feel stir crazy, stuck, or lost - and to instead help you eliminate the fears, doubts, and worry so you can have more fun and joy in your business, follow through with your business plan and reach your financial targets with greater ease. My clients are able to find inner joy, peace of mind and confidence to achieve their goals much more quickly and effortlessly. Rather than being in their own way, they now feel confident in the decisions they make to propel their business and lives.

Transcend Fear. Accelerate Growth. Make an Impact.

Tagline

Boldly let go, bravely find yourself, brilliantly grow your business.

Makeup

1. *Courageous*
2. *Inspirational*
3. *Enduring*
4. *Sincere*
5. *Empowering*
6. *Bold*

As a Certified Coach + Consultant, Cassie Schuh aims to create **inspiration** unique to individual needs, laying a strong foundation for personal and professional growth. Leveraging professional training and a decade of experience, her **courageous** approach unravels barriers and **empowers** clients to move on to achieve both individual and business goals. Clients will experience **sincerity** in every encounter, and enjoy a truly **enduring** transformation.

My Value

Cassie Schuh's coaching process creates positive change for individuals longing for something more, yet stuck in place. Clients dive into an awareness process that uncovers what is missing for or blocking each individual. Together we unravel these barriers, and allow opportunity to emerge. This quick process offers lifelong results to empower individuals to create a desired impact and enjoy the results.

My Oath

Cassie Schuh Certified Coach + Consultant delivers the following results:

1. **Perspective:** Experience an empowering shift in mindset. Develop an awareness of blocks or triggers that keep you stuck in place. Remove the shields built from any negative experiences, shift your mindset and start to see any problem as a learning experience, any decision as easy, and any challenge as an opportunity.
2. **Confidence:** Own the way you live your daily life, and the life you envision for your future. It can and will be yours. Use this confidence to catapult your business, and grow in whatever way best suits you. Feel confident saying, “No,” when it matters most.
3. **Energy:** Regain excitement and reconnect with your passion. Whether you aim to make an impact in your business or personally, you can easily prioritize what matters in your life. Find the enthusiasm to accomplish, and banish overwhelm from your life - for good.
4. **Freedom:** Let go of any barriers to change or growth - these are holding you back. Live an untraditional life, think outside the box, enjoy freedom personally, financially or otherwise ... the bottom line is to feel empowered to control the way you live, and not let anyone else do that for you.
5. **Fun:** When you understand your authentic self, you can find more enjoyment in life. Why? Because it's natural. It fits. It doesn't feel like a struggle to make it through every day, and instead feels joyful to get up and live.

My Oath - Sample Statements

Example variations of the results that can be used in marketing language.

1. Word choice is a powerful thing. For example, something is either a tough challenge, or a grand opportunity. **Perspective** influences what you see. Cassie Schuh's approach to coaching creates positive change so you always see the latter.
2. As a business owner, you face a lot of decisions that impact the trajectory of your business. With Cassie Schuh, you can again feel **confident** your decisions will take you where you want to go. Doesn't that sound like a brilliant business win?
3. When you launched your business, you had a dream. Years later, you feel deflated: overworked, scattered priorities, lack of direction ... and that dream? That dream went

away a long time ago. Cassie Schuh's coaching restores that **energy** and enthusiasm so can boldly let go, transcend fear and start chasing dreams again. Better yet, you can achieve them. That sounds like a positive impact.

4. Things can be a little boring inside the box, that's why you'd prefer to linger on the outside: flexibility to do what you want, **freedom** to make your own choices. If you're stuck inside, Cassie Schuh will help you get out and brilliantly build your business.
5. When is the last time you just let loose? Like serious, down-to-earth **fun** that just feels natural to you. Can't remember? Maybe you've lost touch with your authentic self. Cassie Schuh wants to find that real you, again.

Matchmaking

- *Women, 30 to 50*
- *Married, children*
- *Business-Owners*
- *Naturally they are highly creative; want to have fun; desire freedom; need to experience a high sense of accomplishment*